

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 13, 1997

RJR Account #281200
Ms. N. Hibbert
HIBBERT & MCGEE, INC.

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Nancy:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 60 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
4	Winston Filter Box	12300-24876
4	Winston Light Box	12300-22772

Product / Premium Arrival: **December 8, 1997**

Ship Date to Retail: **Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE: **0.8260**

SKU WT (w/o Product): **1.5000 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$2,190.25**

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.70¢ 2-Pack Tear Tape
HIBBERT & McGEE, INC.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$112.00 (4 (12M) case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk
L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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WHOLESALE : 281200 HIBBERT & MCGEE, INC. <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0022
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301		341489	STE. MARIE, INC.	31 GRAND AVE	SWANTON	VT	05488	1				(802)868-3538
162301	162323	388281	MCGREGOR'S PHARMACY	RTE. 2	SOUTH HERO	VT	05486	1				(802)372-5377
162301	163829	665917	WALT'S GAME ROOM	18 MALLETT'S BAY A	WINOOSKI	VT	05404	1				(802)654-8003
163801	163827	113726	CURRIERS MARKET	MAIN STREET	GLOVER	VT	05839	1				(802)525-8822
163801		113875	RAY'S MEATS	VILLAGE SQUARE	IRASBURG	VT	05845	1			140	(802)754-6591
163801		499968	PARTY TYME	157 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1				(802)748-5537
163801	163827	584573	COLES DISCOUNT BEV.	113 PORTLAND ST	SAINT JOHNSBUR	VT	05819	1				(802)748-4866
163801		689446	ORLEANS GENERAL	72 MAIN ST	ORLEANS	VT	05860	1			428	(802)754-6365
163801		689129	ROLAND & SON	RTE 14	SOUTH BARRE	VT	05670	1				(802)476-6066
163801	163828	615885	DJ'S CORNER STORE	RT. 15 & 100C	JOHNSON	VT	05656	1				(802)635-7585
163801	163828	679263	TIM'S CONVENIENCE	RR 1	PLAINFIELD	VT	05667	1			333	(802)454-7111
163801	163829	704049	WAGGY'S DELI	98 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4862
163801	163828	714935	M&A ENTERPRISES LTD	DBA M&M BEVERAGE	HARDWICK	VT	05843	1		2794-0200	483	(802)472-6881
163801	163828	759699	KWIK STOP & DELI	WOLCOTT STREET	HARDWICK	VT	05843	1				(802)472-6460
163801	163828	760768	PARKER'S QUICK STOP	15 BERLIN ST	MONTPELIER	VT	05602	1				(802)229-9538
163801	163829	195683	WATERBURY BEVERAGE	46 S MAIN ST	WATERBURY	VT	05676	1				(802)244-5369
163801		433863	CORNER BROOK GENERA	ROUTE 2	MARSHFIELD	VT	05658	1				(802)426-3429
163801		595922	QUARRY HILL QUICK S	RR 2 BOX 4389	BARRE	VT	05641	1			137	(802)476-8524
163801	163827	034813	ONE-STOP MINI MART	89 MAIN ST	NEWPORT	VT	05855	1				(802)334-2416
163801	163829	114083	CRACKER BARREL	RT 15	ESSEX CENTER	VT	05451	1				(802)878-8517
163801	163828	114121	TOMLINSON'S STORE	BRIDGE ST	MORRISVILLE	VT	05661	5				(802)888-2694
163801	163828	381204	M & M BEVERAGE #02	12 MAIN ST	MONTPELIER	VT	05602	2		3598-0000		(802)229-9042
163801	163828	381213	M & M BEVERAGE #05	545 N MAIN ST	BARRE	VT	05641	1		3598-0000		(802)479-9040
163801	163829	399636	LUCKY LANCE	1355 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-7161
163801	163829	400847	AIRPORT MOBIL	1801 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2794-0200		(802)863-3743
163801	163828	425670	M & M BEVERAGE #04	370 SO BARRE RD	SOUTH BARRE	VT	05670	1		3598-0000		(802)479-2045
163801	163829	448637	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGT	VT	05403	1				(802)863-8058
163801	163828	490439	MAPLEWOOD D LIMITED	BERLIN 4 CORNERS	BERLIN	VT	05641	1				(802)229-5291
163801	163828	571244	BARRE ST. BEVERAGE	79 BARRE ST	MONTPELIER	VT	05602	1				(802)223-2330
163801	163827	434540	ORLEANS MINI MART	P.O. BOX 118	ORLEANS	VT	05860	1			127	(802)754-8576
163801	163827	549705	LYNDONVILLE REDEMPITN	HCR 68	LYNDONVILLE	VT	05851	2				(802)626-8348
163801	163827	553297	DERBY CORN MINI MAR	RTE 5/MAIN ST	DERBY	VT	05829	1		2794-0200		(802)766-5141
163801	163827	556580	EAST MAIN MINI MART	1045 E MAIN ST	NEWPORT	VT	05855	1				(802)334-8460
163801	163827	647732	FORDHAM'S MOBIL MAR	RTE 5	LYNDONVILLE	VT	05851	1		2794-0200	479	(800)000-0802
163801	163828	652905	GRANITEVILLE GENERA	MAIN ST.	GRANITEVILLE	VT	05654	1			272	(802)476-5088
163801		749253	ORLEANS ONE STOP	115 MAIN ST	ORLEANS	VT	05860	1				(802)754-6568
163801	163827	760597	COLE'S MARKET	52 MAIN ST	ORLEANS	VT	05860	1				(802)754-6015
163802	163828	114238	RICHARDSONS STORE	MAIN ST	BETHEL	VT	05032	1				(802)234-9570
163802		685723	FALL'S GENERAL STOR	RTE 12	NORTHFIELD FAL	VT	05664	1				(802)485-8044
163802		204352	BUDZYN'S MARKET	RTE 12A	BRAINTREE	VT	05060	1				(802)728-9901
163802	163825	480689	QUICK 'N' GO	RTE. 5	ASCUTNEY	VT	05030	1			529	(802)674-6880
163802		528038	TRACY'S STATION	N. MAIN ST.	SHARON	VT	05065	1				(802)763-8177

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 8
DATE: 97-11-03
TIME: 11:33 AMWHOLESALER : 281200 HIBBERT & MCGEE, INC. <DIRECT>
TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163802	163828	381203	M & M BEVERAGE #01	SALISBURY ST	RANDOLPH	VT	05060	1		3598-0000		(802) 728-9197
163802	163828	760419	RINKER'S MOBIL	RTE 66	RANDOLPH	VT	05060	1		2794-0200		(802) 728-3642
163802	163829	048330	DAYTON'S STORE	RT 116	EAST MIDDLEBUR	VT	05740	1				(802) 388-3304
163802	163827	113702	BRADFORD VILL STORE	MAIN ST	BRADFORD	VT	05033	1				(802) 222-4617

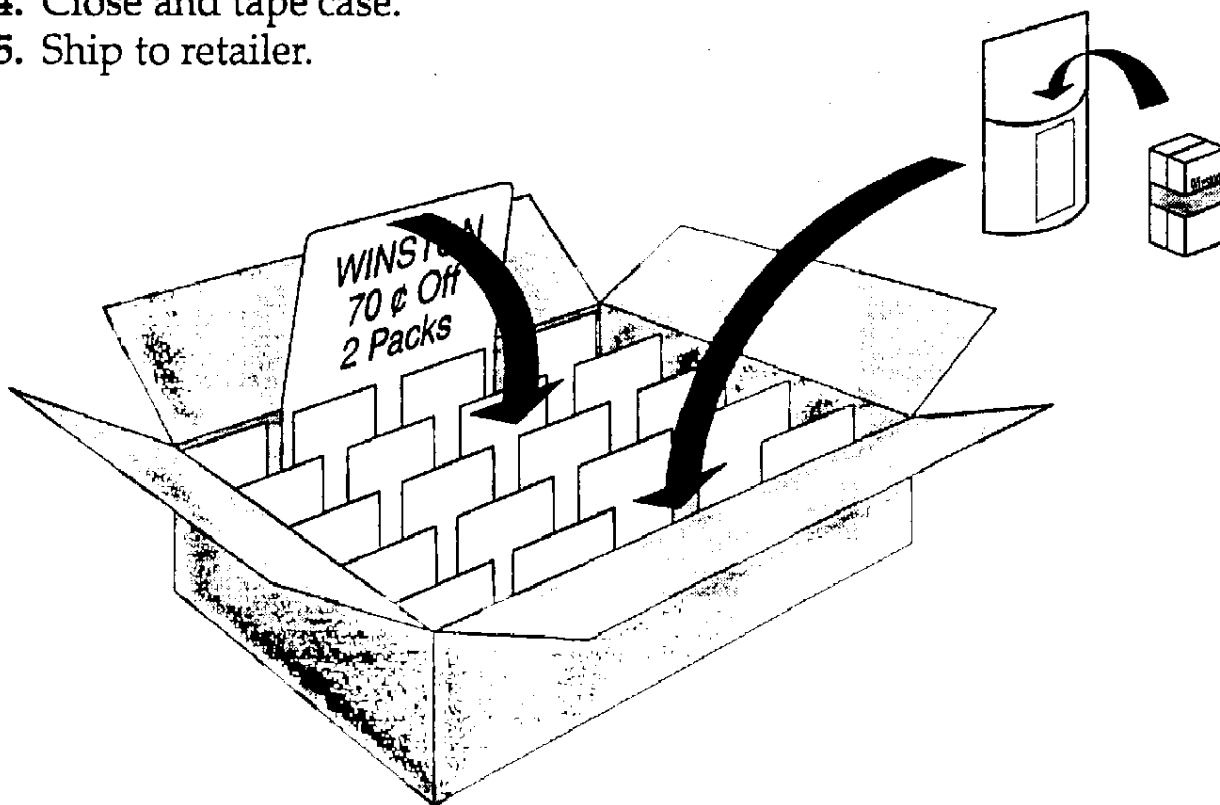
PAGE BREAK TOTAL ACCOUNTS 46 TOTAL QUANTITY 52

TEMPLATE TOTAL ACCOUNTS 46 TOTAL QUANTITY 52

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WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: # 536285**Description:** WINSTON .70/2 PK / POS Kit

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				